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GEORGE ST. COMMERCIAL AREA

Hess
Village

Extension

Prepared by
THE PLANNING AND DEVELOPMENT DEPARTMENT
THE REGIONAL MUNICIPALITY OF
HAMILTON-WENTWORTH

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PURPOSE

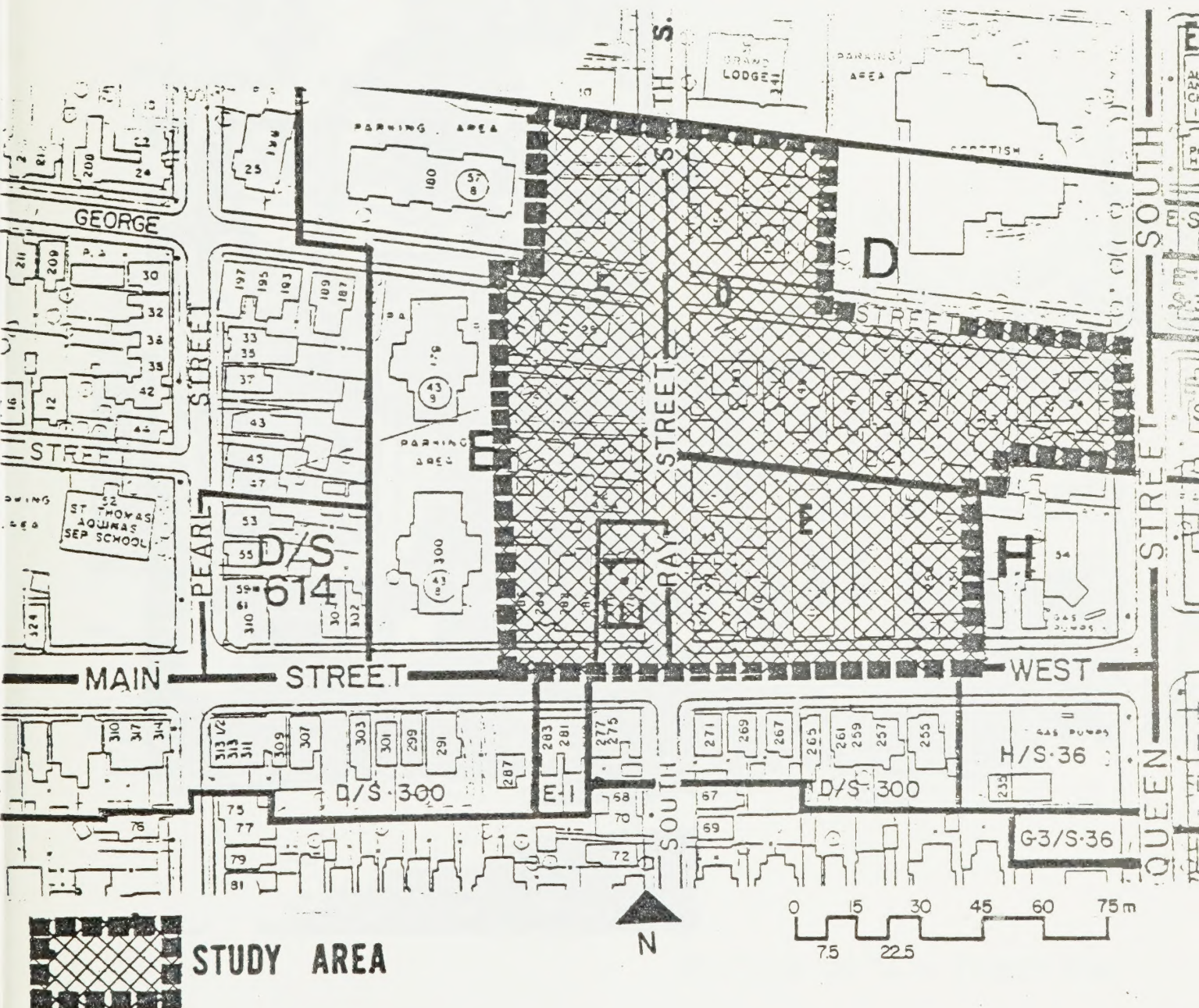
- ASSESS POTENTIAL OF THE GEORGE STREET AREA WEST OF QUEEN STREET (STUDY AREA) FOR COMMERCIAL USES AS A WESTERLY EXTENSION OF HESS VILLAGE

BASIS FOR THE STUDY

- COMMERCIAL PRESSURES ON THE AREA AS SHOWN BY:
 - 1) ENQUIRIES FROM THE GENERAL PUBLIC;
 - 2) ZONING APPLICATIONS (APPENDIX 'A'); AND
 - 3) ADJACENT COMMERCIAL AREAS.

LOCATION · STUDY AREA BOUNDARIES

- FROM HESS VILLAGE, WESTERLY ON GEORGE STREET ACROSS QUEEN STREET SOUTH TO THE EXISTING MEDIUM-DENSITY APARTMENTS BETWEEN RAY STREET SOUTH AND PEARL STREET
- FROM MAIN STREET WEST ON THE SOUTH TO KING STREET WEST ON THE NORTH



THE LIVING ENVIRONMENT

- THE USE OF SOME BUILDINGS HAS CHANGED FROM SINGLE-FAMILY HOMES TO RENTAL APARTMENTS

7-UNIT APARTMENT



- TWO BUILDINGS CONTAIN OFFICES
- TWO BUILDINGS HAVE BEEN CONVERTED FOR COMMERCIAL USE WITH REZONING APPROVAL FROM COUNCIL
- ONE BUILDING IS COMMERCIALY OCCUPIED



DENTIST'S OFFICE ON GEORGE STREET

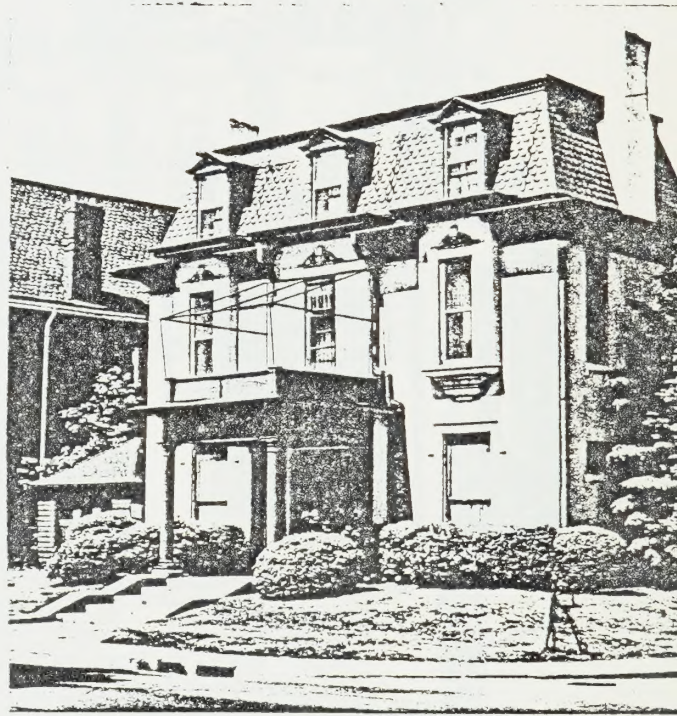


BOUTIQUE ON MAIN STREET WEST

- MOST BUILDINGS ARE PHYSICALLY SOUND AND ARCHITECTURALLY ATTRACTIVE AND PROVIDE AN ATTRACTIVE ENVIRONMENT
- THERE IS POTENTIAL FOR IMPROVEMENT TO PRESERVE AND REHABILITATE EXISTING STRUCTURES :



GEORGE STREET

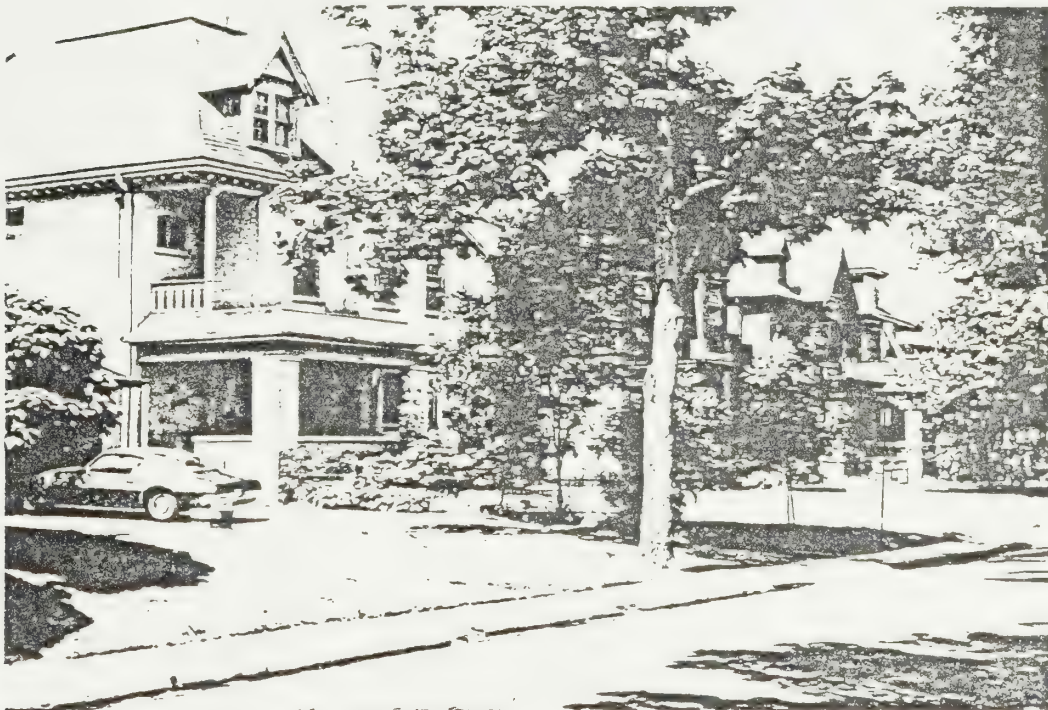


CORNER OF GEORGE AND QUEEN STREET

SURVEYS

1. EXISTING LAND USES WITHIN THE STUDY AREA

- 10 SINGLE-FAMILY DWELLINGS;
 - 4 TWO-FAMILY DWELLINGS;
 - 2 THREE-FAMILY DWELLINGS;
 - 10 MULTIPLE-FAMILY DWELLINGS OR APARTMENTS OR LODGING HOUSES;
 - 5 MIXED COMMERCIAL/RESIDENTIAL USES; AND,
 - 1 INSTITUTIONAL (FIRE STATION).
- MIXED COMMERCIAL/INDUSTRIAL USES LOCATED ON MAIN STREET WEST AND NORTH SIDE OF GEORGE STREET
 - PREDOMINANCE OF RESIDENTIAL USES FOR REMAINDER OF STUDY AREA.



SOUTH SIDE OF GEORGE STREET.

2. LAND USES OF THE SURROUNDING AREA

NORTH	COMMERCIAL AND INSTITUTIONAL ON KING STREET WEST AND RAY STREET SOUTH
EAST	COMMERCIAL AND INSTITUTIONAL ON QUEEN STREET SOUTH
SOUTH	COMMERCIAL AND RESIDENTIAL ON MAIN STREET WEST
WEST	LOW AND MEDIUM-DENSITY RESIDENTIAL

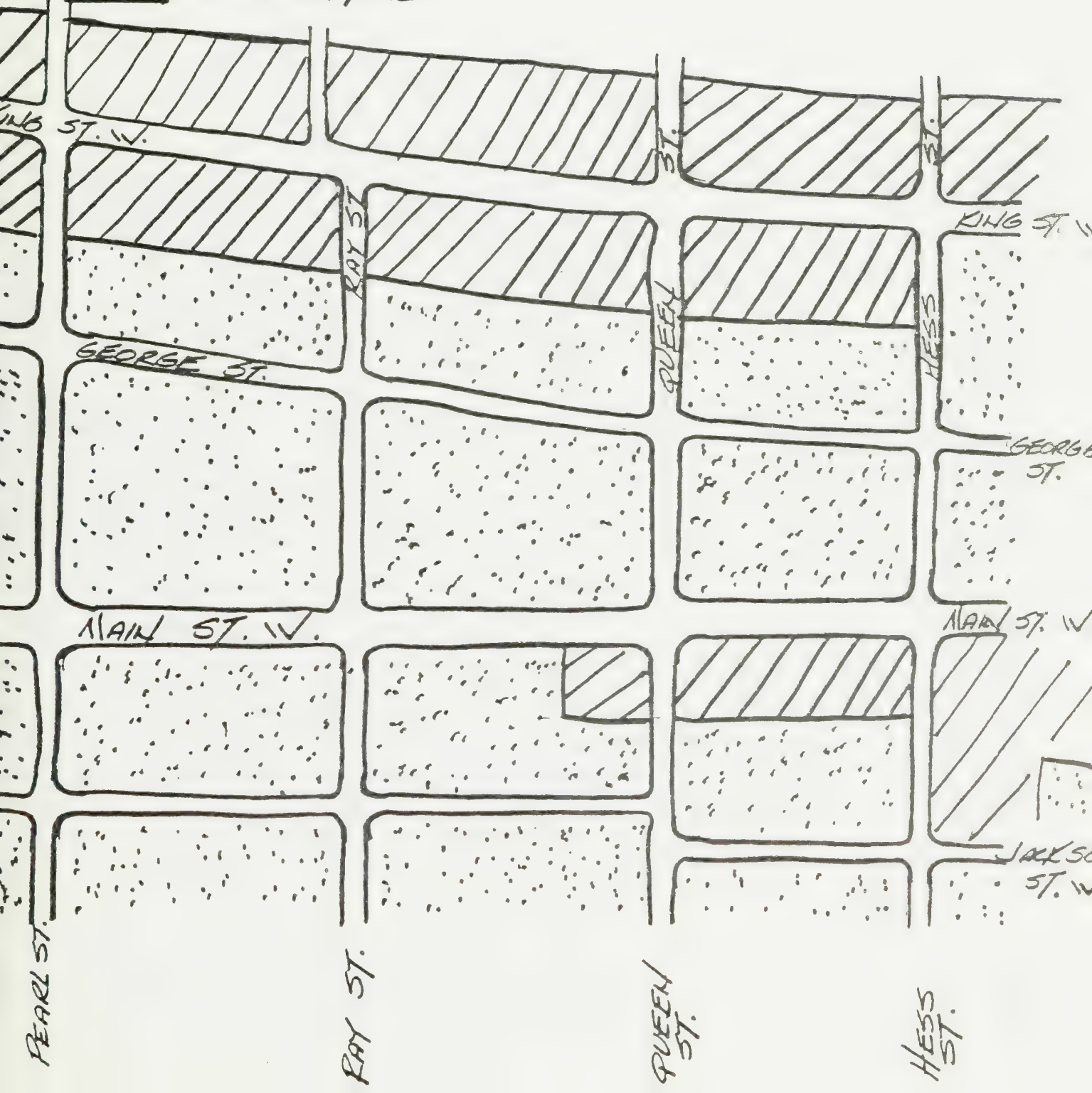
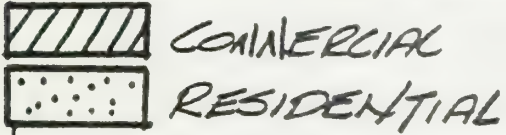


SOUTH SIDE OF MAIN STREET WEST

3. OFFICIAL PLAN

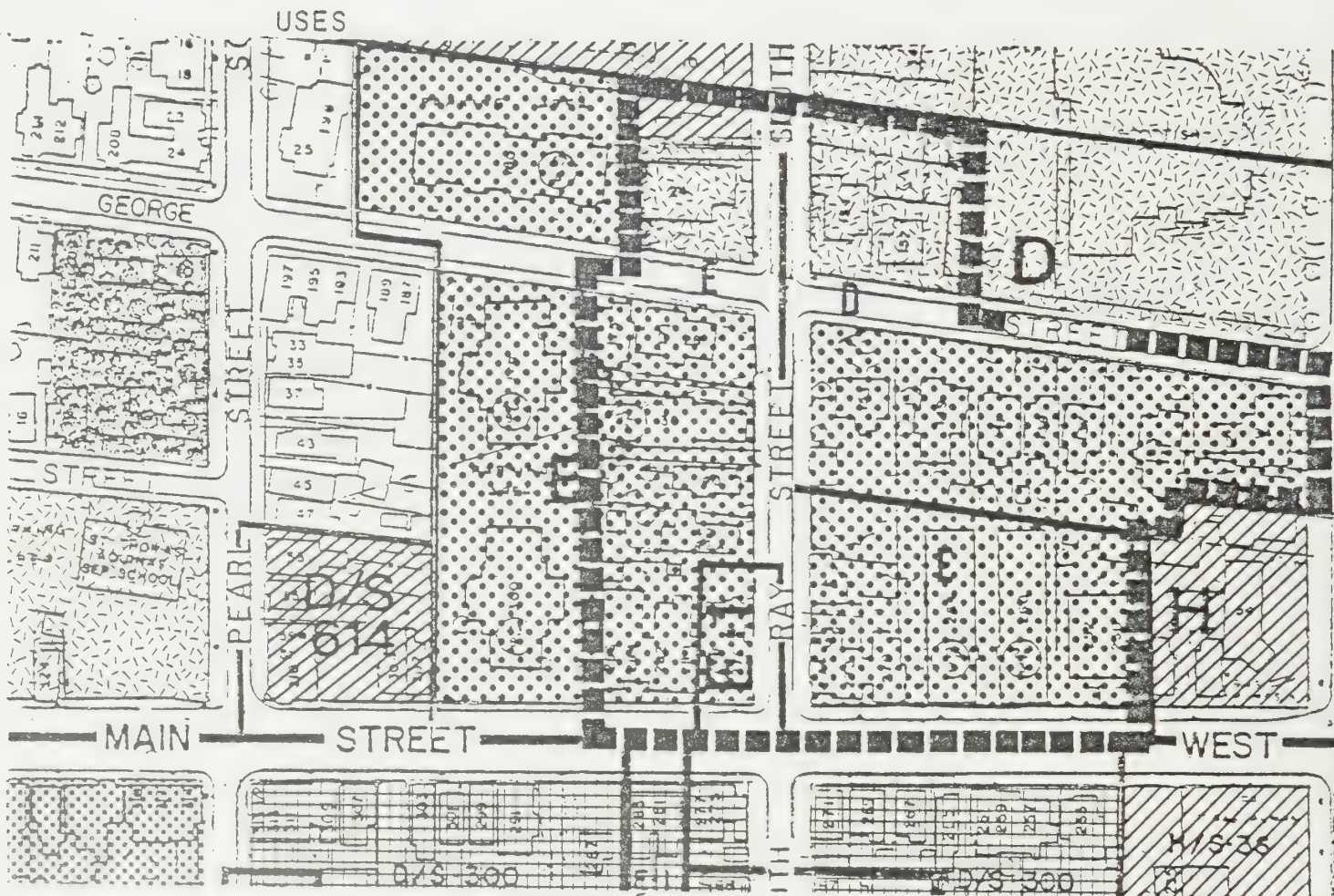
● DESIGNATED 'RESIDENTIAL'

LEGEND: OFFICIAL LAND USE PLAN



4. NEIGHBOURHOOD PLAN

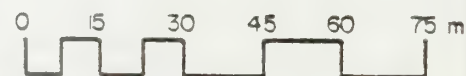
- STRATHCONA NEIGHBOURHOOD PLAN ADOPTED BY CITY COUNCIL IN OCTOBER, 1972
- SOUTH SIDE OF GEORGE STREET TO MAIN STREET WEST DESIGNATED FOR REDEVELOPMENT TO MEDIUM-DENSITY APARTMENTS
- NORTH OF GEORGE STREET DESIGNATED FOR INSTITUTIONAL USES



BOUNDARY OF STUDY AREA

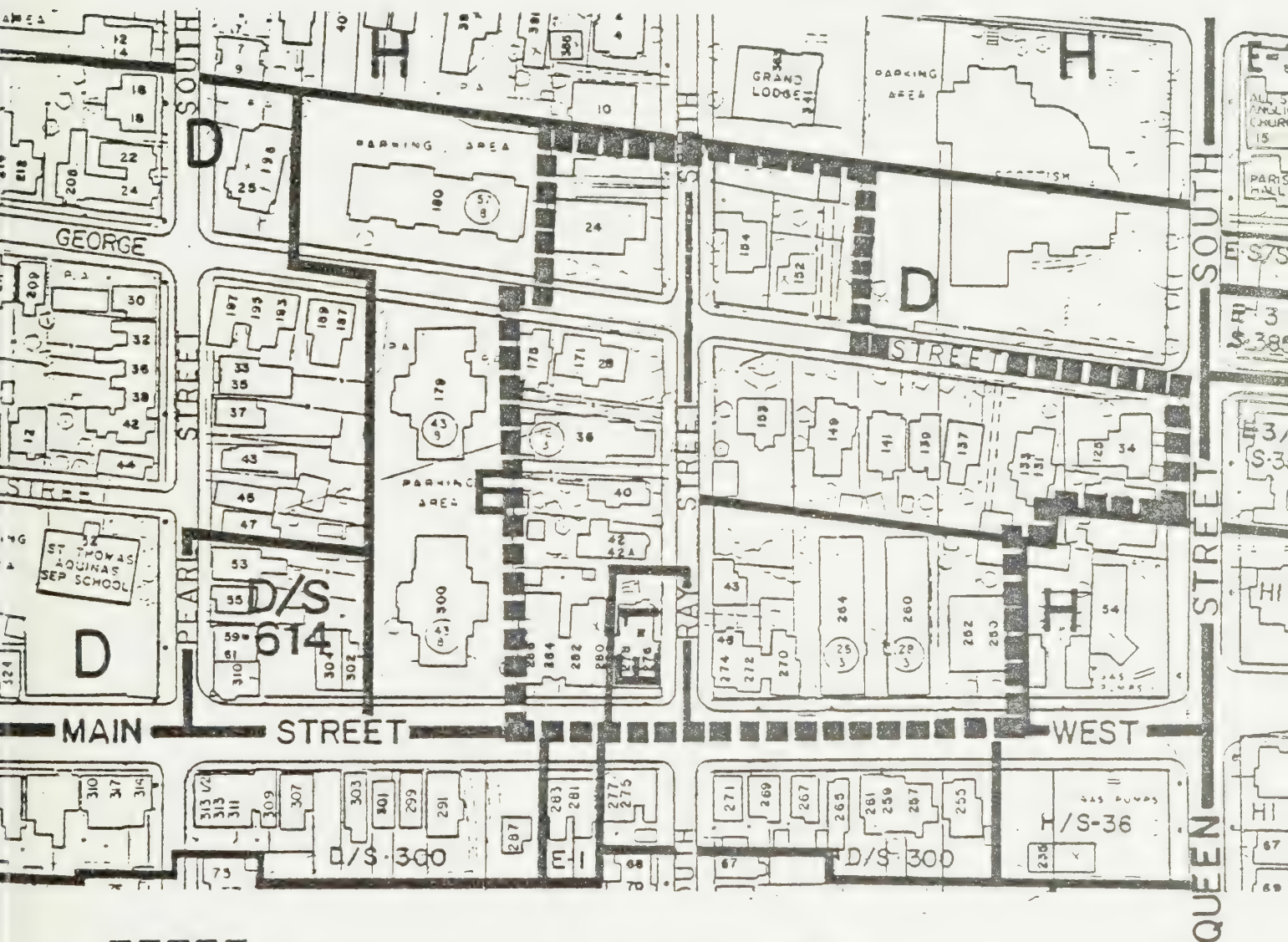
LEGEND FOR APPROVED NEIGHBOURHOOD PLAN INFORMATION

	SINGLE, DOUBLE & ATTACHED HOUSING		COMMERCIAL
	MEDIUM DENSITY APTS.		CIVIC & INSTITUTIONAL
	COMMERCIAL, LOW DEN APTS.		PARK & RECREATIONAL
	COMMERCIAL & APTS.		



5. ZONING

- 'D' (URBAN PROTECTED - SINGLE AND TWO-FAMILY DWELLINGS)
PROPERTIES FRONTING ON GEORGE STREET
- 'E' (MULTIPLE DWELLINGS) - PROPERTIES FRONTING ON RAY STREET SOUTH AND MAIN STREET WEST
- 'E-1' (MULTIPLE DWELLINGS) - PROPERTIES AT CORNER OF RAY STREET SOUTH AND MAIN STREET WEST



STUDY AREA



ZONING BOUNDARY



0 15 30 45 60 75m

REASONS IN FAVOUR OF COMMERCIAL EXPANSION

- THE AREA HAS BEEN IDENTIFIED FOR REDEVELOPMENT IN THE
NEIGHBOURHOOD PLAN
- SELECTED COMMERCIAL USES UNDER THE EXISTING ZONING WOULD
SERVE TO CONSERVE EXISTING STRUCTURES
- IT WOULD SERVE AS AN EXTENSION OF HESS VILLAGE BY PROVIDING:
 - MORE SHOPS AND A BETTER VARIETY OF COMMERCIAL
USES;
 - THE POTENTIAL TO ATTRACT MORE CUSTOMERS TO
THE AREA;
 - AN EXPANDED COMMERCIAL AREA WHICH IS WARRANTED
IN TERMS OF COMMERCIAL TENANTS' AND CUSTOMER
DEMAND; AND,
 - INCREASED 'TOURIST ATTRACTION'
- WOULD PROVIDE GREATER IMPETUS FOR COMMERCIAL DEVELOPMENT
ALONG MAIN STREET WEST WITHIN THE EXISTING COMMERCIAL-
ZONED AREAS
- LARGE LOTS ARE CONDUCIVE TO PEDESTRIANIZATION (OUTDOOR
CAFES, WIDER SIDEWALKS, SITTING AREAS)
- EXISTING ROAD WIDTHS OF GEORGE STREET AND RAY STREET SOUTH
(20') LIMITS VOLUME OF TRAFFIC AND PERMITS SUITABLE
VEHICLE/PEDESTRIAN MIX
- COULD HAVE A POSITIVE EFFECT ON THE CENTRAL AREA
 - ATTRACTIVE COMMERCIAL ENVIRONMENT LOCATED
IN PROXIMITY TO DOWNTOWN,

REASONS AGAINST COMMERCIAL EXPANSION

- COULD HAVE A NEGATIVE EFFECT ON THE CENTRAL AREA
 - HIGH OFFICE VACANCY RATE ALREADY IN DOWNTOWN (13%);
 - THRUST OF PRELIMINARY CAP (CENTRAL AREA PLAN) AND REGIONAL OFFICIAL PLAN PROMOTES DOWNTOWN FOR MAJOR OFFICE AND RETAIL USES; AND
 - OTHER AREAS OF THE CITY SHOULD NOT GROW AT THE EXPENSE OF THE DOWNTOWN
- IT IS A COMMERCIAL INTRUSION INTO A BASICALLY RESIDENTIAL AREA.

CONCLUSIONS

- LOCAL DEMAND SEEMS TO JUSTIFY EXPANSION OF HESS VILLAGE TO THE WEST
- AN EXPANDED HESS VILLAGE WOULD MAKE IT A HEALTHIER COMMERCIAL AREA AND ATTRACT MORE PEOPLE
- HESS VILLAGE ALREADY HAS DEVELOPED A SPECIALIZED BOUTIQUE, HIGH-QUALITY COMMERCIAL AREA PROVIDING AN ALTERNATIVE TO THE TYPES OF SHOPS AND FACILITIES PROVIDED IN THE DOWNTOWN; THUS, EXPANSION ENVISAGED IN THIS REPORT WOULD REINFORCE THAT TREND
- THE AREA FOR EXPANSION IS CONDUCIVE TO COMMERCIAL DEVELOPMENT OF THE HESS VILLAGE NATURE BECAUSE OF THE LARGE HOMES ON LARGE LOTS
- THROUGH CAREFUL PLANNING AND RESTRICTIONS (CONCEPT PLAN), THE IMPACT ON THE ADJACENT RESIDENTIAL AREA WILL BE MINIMIZED
- RESTRICTED USES WILL FURTHER CONTROL THE TYPE OF DEVELOPMENT WHICH CAN OCCUR SO THAT COMPATIBILITY WITH HESS VILLAGE IS MAINTAINED.

CONCEPT PLANS

- CONTINUITY OF DEVELOPMENT MUST BE ENSURED THEREFORE
- 2 CONCEPT PLANS ARE INCLUDED AS PART OF THIS REPORT TO PROVIDE A GENERAL GUIDELINE FOR DEVELOPMENT. 1 OVERALL CONCEPT PLAN SHOULD BE SELECTED/DEVELOPED FOR THE ENTIRE AREA.
- CONCEPT PLANS ARE INCLUDED FOR DISCUSSION PURPOSES ONLY AND SHOULD NOT BE CONSTRUED AS THE FINAL PLAN.

DESIGN CRITERIA

A. PARKING

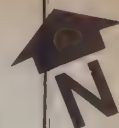
- DRAFT PARKING BY-LAW REQUIRES
 - ONE SPACE FOR OVER 278.7 SQUARE METRES OF RETAIL SPACE
 - OFFICE PARKING REQUIREMENTS VARY ACCORDING TO USE
 - ONLY 50% OF REQUIRED PARKING SPACES MUST BE PROVIDED.
- MOST BUSINESSES WOULD NOT BE OVER 278.7 SQUARE METRES
- PARKING COULD BE ESTABLISHED IN REAR YARDS

OR

ONE COLLECTIVE PARKING AREA AS SHOWN IN CONCEPT PLANS.

Concept 1

Not to scale



KING STREET WEST

Parking

Landscaped Area

RAY STREET SOUTH

GEORGE STREET

Pedestrian Area

Fountain

Parking

Information Kiosk

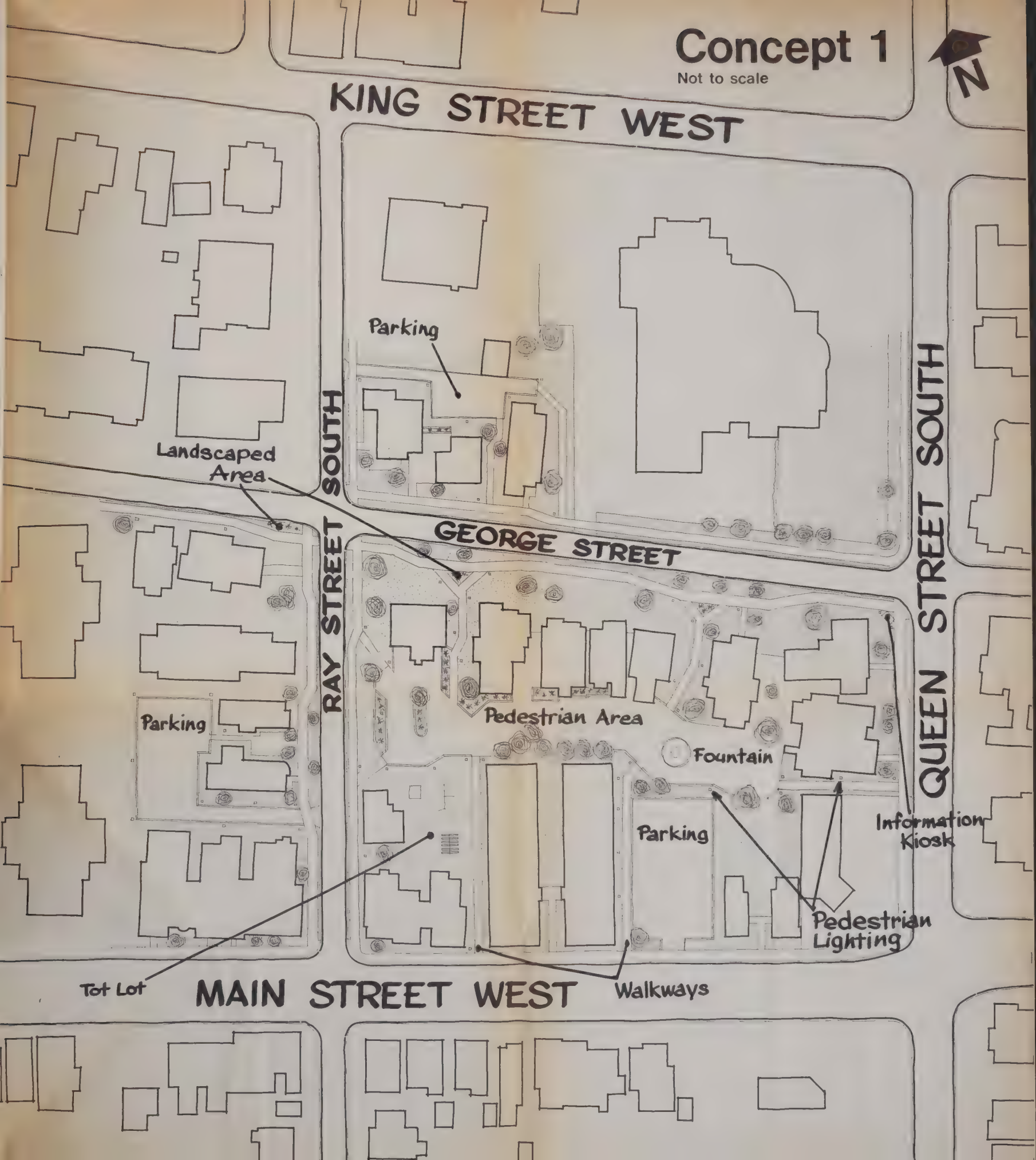
Pedestrian Lighting

Tot Lot

MAIN STREET WEST

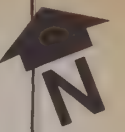
Walkways

QUEEN STREET SOUTH



Concept 2

Not to scale



KING STREET WEST

RAY STREET SOUTH

QUEEN STREET SOUTH

Parking

Landscaped Area

Pedestrian Area

GEORGE STREET

Parking

Parking

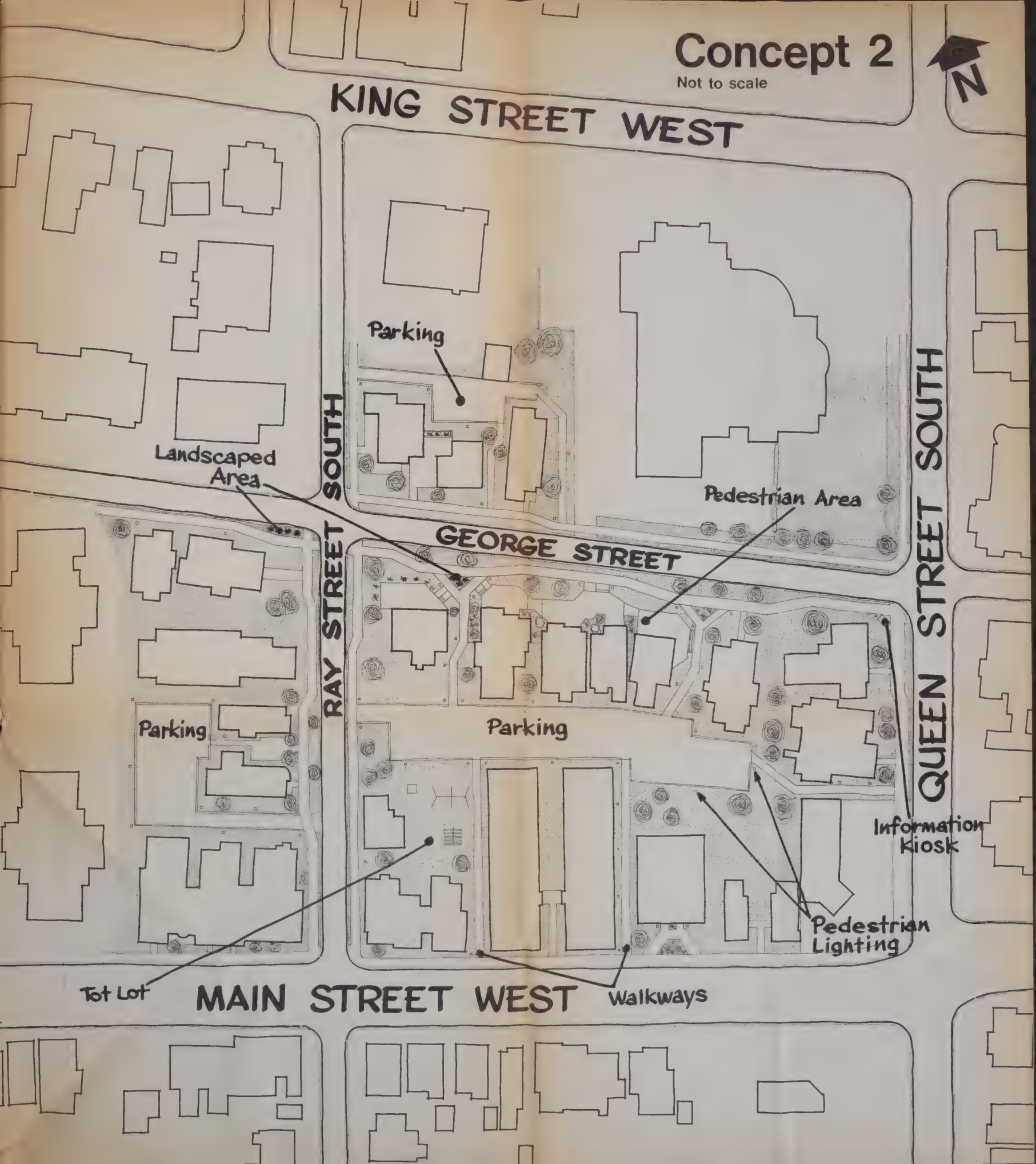
Information Kiosk

Pedestrian Lighting

Tot Lot

MAIN STREET WEST

Walkways



B. STREETScape

- A MASTER PLAN IS REQUIRED TO ENSURE COMPREHENSIVE DEVELOPMENT. IT SHOULD BE BASED UPON THE CONCEPT PLAN AND:
 - INCLUDE BOTH LANDSCAPING AND SITE PLAN
 - BE DEVELOPED BY OWNERS AND MERCHANTS IN CONSULTATION WITH TECHNICAL STAFF
- MASTER PLAN TO INCLUDE DETAILS REGARDING:
 - SIDEWALKS - WIDER SIDEWALKS TO BE BUILT
 - INTERLOCKING BRICKS OR OTHER INNOVATIVE MATERIAL TO BE USED;
 - TREES AND LANDSCAPING - EXISTING LARGE MATURE DECIDUOUS TREES TO BE PRESERVED
 - ADDITIONAL TREES AND LANDSCAPING CONSTRUCTED AS NECESSARY
- ALL PLANS ARE TO CONTAIN ELEMENTS (I.E., LIGHTING, SIGNS, ETC.) COMMON TO HESS VILLAGE.

- LIGHTING - PEDESTRIAN SCALE LIGHTING SHOULD
BE UTILIZED ON EXISTING POLES
WHERE POSSIBLE;

AND

ADDITIONAL LIGHTING ESTABLISHED
WHERE NECESSARY

- PEDESTRIAN AMENITIES

- LARGE SITTING FOUNTAIN TO SERVE AS FOCAL
POINT

- SEATING BENCHES

- BICYCLE RACKS

- DRINKING FOUNTAIN

- TRASH CONTAINERS

- INFORMATION KIOSKS

- PARKETTE/PLAYGROUND

)
TO BLEND WITH ENTIRE
LANDSCAPING PLAN AND
STREET FURNITURE USED
IN HESS VILLAGE.
)

RECOMMENDATIONS

1. STRATHCONA NEIGHBOURHOOD PLAN SHOULD BE CHANGED TO PERMIT MIXED RESIDENTIAL/COMMERCIAL DEVELOPMENT WITH ADDITIONAL NOTATION THAT EXISTING BUILDINGS ARE TO BE CONSERVED AND REHABILITATED. WHERE REDEVELOPMENT IS WARRANTED, THE EXTERNAL APPEARANCE BE IN HARMONY WITH THE CHARACTER OF THE AREA.
2. REZONE LANDS ALLOWING FOR RESIDENTIAL USES AND SELECTED COMMERCIAL USES CONSISTING OF:
 - PROFESSIONAL OFFICES;
 - PHOTOGRAPHER'S OR ARTIST'S STUDIO;
 - BARBERSHOP OR HAIRDRESSING ESTABLISHMENT;
 - TAILOR'S SHOP OR DRESSMAKER'S SHOP;
 - MILLINERY SHOP;
 - BEAUTY PARLOUR OR MASSAGE PARLOUR;
 - WEARING APPAREL WORKSHOP;
 - CAFE, RESTAURANT, TAVERN, WINE BAR;
 - ANTIQUE SHOP;
 - FURNITURE STORE; OR
 - BOOK SHOP.
3. REDEVELOPMENT OR REHABILITATION BE SUBJECT TO SITE PLAN CONTROL:
 - NO PARKING PERMITTED IN FRONT YARD;
 - PARKING AREA TO BE LANDSCAPED;
 - FRONT YARDS TO BE MAINTAINED AS LANDSCAPED AREAS OR PEDESTRIAN AREAS TO INCLUDE SITTING

AREAS, OUTDOOR CAFES, ETC.;

- EXISTING TREES TO BE RETAINED;
- PROVISION OF OUTDOOR SOFTWARE (I.E., LANDSCAPING, LIGHTING, SIGNS, ETC.) ARE TO BE SIMILAR TO THOSE USED IN HESS VILLAGE; AND,
- ALL OTHER REQUIREMENTS OF 'E-1' ZONING TO BE APPLIED.

4. REZONING OF THE AREA SHOULD BE UNDERTAKEN ONCE A CONCEPT PLAN HAS BEEN DEVELOPED FOR THE AREA. IT SHOULD ALSO CONTAIN THE ELEMENTS DESIRED FOR SITE PLAN CONTROL TO ENSURE UNIFORMITY WITH HESS VILLAGE. RESIDENTIAL USES UNDER THE REZONING WILL BE PERMITTED.
5. EXISTING MEDIUM-DENSITY APARTMENTS AND THE FIRE STATION ARE TO BE EXCLUDED FROM THE FUTURE CONCEPT PLANS AND REZONING. THE BUILDINGS TO BE EXCLUDED ARE 24 AND 36 RAY STREET SOUTH AND 260 AND 264 MAIN STREET EAST.

APPENDIX 'A'

Four zoning applications for properties within or bordering the study area have been considered by the Planning and Development Committee within the past five years. (See Map 4 for location.)

1. ZA 75-68

Proposed Zoning Change: From 'E' (Multiple Dwellings, Lodges, Clubs, etc.) to 'E-1' (Multiple Dwellings, Lodges, Clubs, etc.)

Properties: 276-278 Main Street West

Planning Comments:

The rezoning should be permitted to allow for preservation and rehabilitation of the structures while maintaining the established character of the area. The rezoning would also permit land assembly for the designated apartment development.

Planning and Development Committee Decision:

Application was approved.

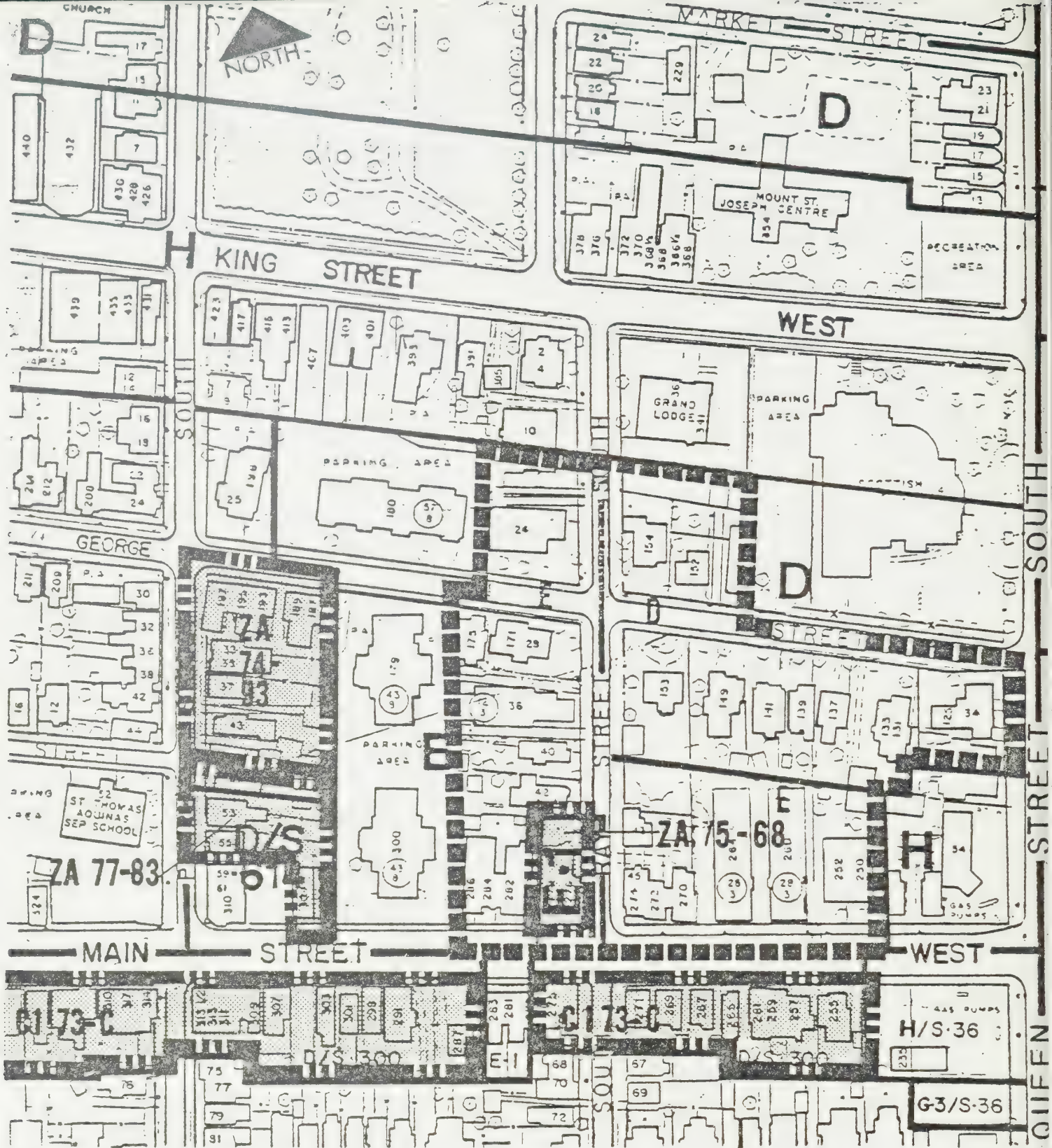
2. CI 73-C

Proposed Zoning Change: From 'D' (Urban Protected - Single and Two-Family Dwellings) to 'D-Modified' to permit restricted commercial uses.

Properties: The lands fronting on the south side of Main Street West between Queen Street South and Locke Street South.

Planning Comments:

The lands should be rezoned to permit selected commer-



BOUNDARY OF STUDY AREA

ZONING APPLICATIONS & FILE REFERENCE



cial businesses which appear to be in customer demand by the public and serve to preserve and rehabilitate the structures.

Planning and Development Committee Decision:

Application was approved.

3. ZA 74-93

Proposed Zoning Change: From 'D' (Urban Protected -
Single and Two-Family Dwellings)
to 'E' (Multiple Dwellings).

Properties: 193, 195, 197 George Street
33, 35, 37, 43, 45 Pearl Street

Planning Comments:

The area is designated for single and double-family housing in the Strathcona Neighbourhood Plan and is in a Neighbourhood Improvement Program (N.I.P.) which provides for the improvement and rehabilitation of existing development. The application should be denied.

Planning and Development Committee Decision:

Application was denied.

4. ZA 77-83

Proposed Zoning Change: From 'D' (Urban Protected-
Single and Two-Family Dwellings)
to 'D- Modified' to permit selected
commercial uses.

Properties: 302-304 Main Street West
53, 55, 57 Pearl Street

Planning Comments:

The Department recommends the denial of the rezoning as it permits commercial expansion into a residential area.

Planning and Development Committee Decision:

Application was approved.

URBAN